

Washington State Department of Health

Tobacco Prevention and Control Program

Progress Report

Executive Summary

March 2003



Comprehensive Efforts

Tobacco Program Goals

- Prevent youth from beginning to use tobacco
- Help youth and adults quit
- Reduce exposure to secondhand smoke
- Reduce tobacco use in high-risk groups

Program Funding

The Tobacco Prevention and Control Program's budget for state fiscal year 2003 (July 1, 2002-June 30, 2003) is \$29.4 million. The budget includes a portion of the Master Settlement Agreement (\$17.5 million), a portion of a January 2002 increase in the sales tax on tobacco products (\$8.75 million), and funding from the federal Centers for Disease Control and Prevention (\$1.4 million), American Legacy Foundation (\$.9 million), and from fees paid by tobacco retailers (\$.9 million).

The Tobacco Prevention and Control Program is based on comprehensive, proven, and cost-effective methods of tobacco-use prevention. The program works with local health agencies, tribes, schools, and community organizations to deliver integrated anti-tobacco activities to all Washington residents.

Community & Tribal Programs

The Tobacco Program funds locally focused tobacco prevention and control activities through local health departments, tribes, and community organizations in all 39 Washington counties.

School Programs

The Tobacco Program funds the state's nine Educational Service Districts to help schools improve and enforce tobacco-free school policies, establish stop smoking programs for students, apply research-based curricula, train teachers and staff, and provide information to families.

Assessment & Evaluation

The Tobacco Program regularly collects and analyzes information on tobacco use among adults and youth in Washington state, then measures success of the program by comparing results to baseline data before the program began.

Public Awareness & Education

The Tobacco Program's advertising campaign uses traditional media, such as television and radio advertising, to help adults quit smoking and prevent teens from ever starting. The program also uses innovative promotions, such as a reality-based television program and cutting edge Web sites to deliver an anti-tobacco message.

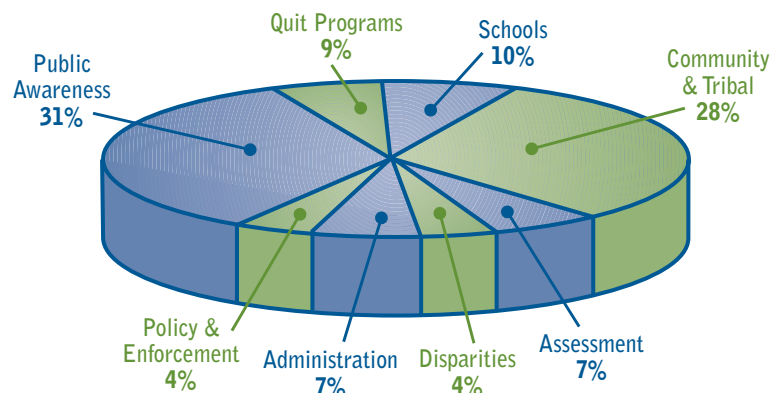
Policy and Enforcement

The Tobacco Program works with the Office of the Attorney General, Liquor Control Board, local law enforcement, and other partners to enforce secondhand smoke regulations, and state and federal laws restricting tobacco sales and advertising to minors.

Quit Programs

The Washington Tobacco Quit Line provides residents with free one-on-one counseling, tobacco quit kits, and referrals to local stop smoking programs. The program trains health care providers to help their patients quit tobacco.

Program Budget State Fiscal Year 2003



Saving Lives and Money

Program Successes

- ✓ The number of adult smokers in Washington has declined 8 percent since 1999.
- ✓ There are about 55,000 fewer Washington kids smoking than before the launch of the program.
- ✓ An estimated \$990 million in future tobacco-related health care costs has already been saved, including \$134 million that state taxpayers would have spent in Medicaid and state health care program payments.
- ✓ Nearly 30,000 residents have called the Washington Tobacco Quit Line to receive free one-on-one counseling, referrals to local stop smoking programs, and tobacco quit kits.

The Work Ahead

- ✓ Decrease exposure to secondhand smoke, both in the home and in public places.
- ✓ Decrease tobacco use among high-risk groups.
- ✓ Motivate more tobacco users to quit.
- ✓ Counteract tobacco industry targeting of young adults.

The Fight Has Just Begun

Tobacco prevention and control efforts in Washington State are making a difference. In July 2000, the Washington State Department of Health, in partnership with local health agencies, tribes, schools, and community organizations, launched a comprehensive Tobacco Prevention and Control Program to reduce tobacco use. The program closely follows recommendations from the Centers for Disease Control and Prevention and mirrors successful efforts in other states.

Tobacco use remains the leading cause of preventable death. Tobacco-related diseases kill 8,300 people every year in our state, more than AIDS, alcohol, drug abuse, car crashes, murders, suicides, and fires combined.

This report shows how the state and local communities are working together in Washington to fight tobacco use, save lives, and reduce medical costs. We have experienced some early success, but tobacco use is a large and complex problem. There is more work to be done.

The challenges are great. The tobacco industry spends an estimated \$202 million a year in Washington promoting its products and creating new smokers. About 55 young people in our state start smoking every day, and one-third of them will die early as a result.

Our state is just beginning its fight against tobacco. Within 10 years, we expect to reduce the proportion of adult tobacco users by 26 percent – that's a quarter million adults living longer and more productive lives, and a \$3.2 billion savings in future medical costs. Reducing tobacco use is a public health priority and an important part of our mission to protect and improve the health of people in Washington State.



Mary C. Selecky
Secretary of Health



*A sustained effort is essential to produce lasting results.
Health experts and Washington citizens support spending tobacco
tax and settlement funds on cost-effective prevention efforts.*

Reducing Tobacco Use Statewide

Adults Meeting Goal

GOAL: Reduce the percentage of adults who smoke to 16.5 percent or less by 2010.

- ✓ There are 8 percent fewer adult smokers in Washington since the launch of the program (adjusted for population growth).
- ✓ There are about 83,000 fewer adult smokers in Washington since the launch of the program.
- ✓ About 26 percent of tobacco users made serious attempts to quit in 2002, compared to 15 percent who attempted to quit in early 2000, before the launch of the program.
- ✓ The program also targets women to reduce smoking during pregnancy. About 11 percent of women who had babies in 2000 reported smoking during their third trimester. National trends show this rate is dropping, but Washington data won't be available until 2004.

**Decline in
Adult Smokers
1999-2002**

8%



HARD, YES. IMPOSSIBLE, NO.

QUITLINE.COM

TOBACCO QUIT LINE: 1-877-270-STOP

7 8 6 7



**53,000 NONSMOKERS DIE
EVERY YEAR FROM SECONDHAND SMOKE.**

SecondHandSmokesYou.com

Youth Meeting Goal

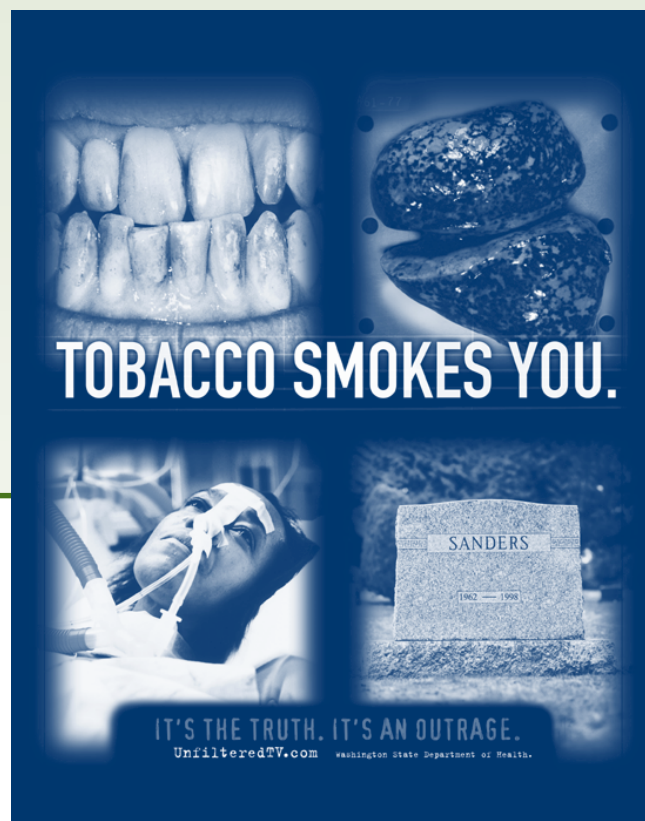
GOAL: *Reduce the percentage of youth who smoke to 16.2 percent or less for 10th graders and 22.6 percent or less for 12th graders by 2010.*

- ✓ Youth smoking in Washington has decreased from peak levels observed before the launch of the state's program:
 - ✓ 6th grade – down 53 percent*
 - ✓ 8th grade – down 39 percent*
 - ✓ 10th grade – down 40 percent*
 - ✓ 12th grade – down 35 percent*
- ✓ There are about 55,000 fewer Washington kids smoking than before the launch of the program (adjusted for population growth).
- ✓ The reduction in smoking among high school youth in Washington is nearly twice the national rate of decline.
- ✓ In 2002, 9 out of 10 youth who had seen Department of Health anti-tobacco ads said the ads had given them good reasons not to smoke.
- ✓ There was a 30 percent decrease in the number of high school youth who said they had ever tried smoking.

* youth who reported smoking in the past 30 days

**Decline in
10th Grade
Smokers
1999-2002**

40%

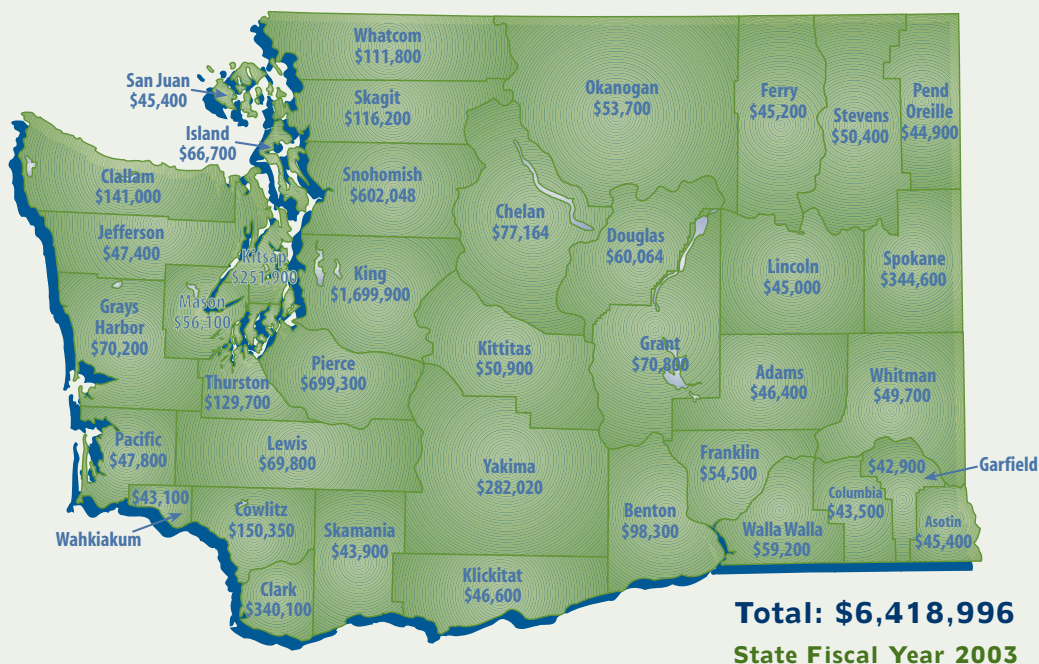


Partners in Prevention

Adams County Health District
 Affiliated Health Services
 American Cancer Society
 American Heart Association
 American Lung Association of Washington
 American Lung Association-Yakima
 Asotin County Health District
 Benton Franklin Health District
 Campaign for Tobacco-Free Kids
 Center for Health Training/Tobacco
 Prevention Resource Center
 Chelan Douglas Together!
 Chelan-Douglas Health District
 Chehalis Confederated Tribes
 Clallam County Department of Health
 and Human Services
 Clark County Health Department
 Columbia County Health District
 Confederated Tribes of the Colville
 Reservation
 Cowlitz Substance Abuse Coalition
 Cross-Cultural Health Care Program
 Educational Service Districts 101, 105, 112,
 113, 114, 121, 123, 171, 189
 Garfield County Health District
 Grant County Health District
 Grays Harbor County Health and
 Human Services Department
 Group Health Cooperative
 Island County Health Department
 Jamestown S'Klallam Tribe
 Jefferson County Health and Human
 Services
 Kitsap County Health District
 Kittitas County Health Department
 Klickitat County Health Department
 Lewis County Social Services
 Lower Elwha Klallam Tribe
 Lummi Nation
 Makah Tribe
 Mason County Department of Health
 Muckleshoot Tribe
 Nisqually Tribe
 Nooksack Tribe
 Northeast Tri-County Health District
 Okanogan County Health District
 Pacific County Health & Human Services
 Port Gamble S'Klallam Tribe
 Prevention Pays
 Public Health Seattle-King County
 Puyallup Tribe
 Quileute Tribe
 Quinault Nation
 Samish Nation
 San Juan County Health and
 Community Services
 Sauk-Suiattle Tribe
 Shoalwater Bay Tribe
 Skokomish Tribe
 Snohomish Health District
 Snoqualmie Tribe
 Spokane Regional Health District
 Spokane Tribe
 Squaxin Island Tribe
 Stillaguamish Tribe
 Suquamish Tribe
 Swinomish Tribe
 Tacoma-Pierce County Health Department
 The Tulalip Tribes
 Thurston County Health Department
 Thurston Together!
 Tobacco Free Benton-Franklin Counties
 University of Washington Teen
 Futures Media Network
 University of Washington School
 of Public Health
 Upper Skagit Tribe
 Wahkiakum County Health Department
 Walla Walla County Health Department
 Washington Department of Health
 Washington Department of Social
 and Health Services
 Washington Liquor Control Board
 Washington Office of the Attorney General
 Washington Office of the Superintendent
 of Public Instruction
 Washington State University
 Department of Communications
 Whatcom County Health & Human Services
 Whitman County Public Health
 Yakama Nation

Funding Tobacco Prevention in Local Communities

More than 92 percent of the Tobacco Prevention and Control Program's \$29.4 million budget supports programs and services directly provided by public and private organizations. More than \$10 million annually goes to local communities across the state through contracts with county health departments, community organizations, schools, and tribes. The Department of Health currently contracts with community programs in all 39 counties, all nine of the state's Educational Service Districts, and 26 of 29 federally recognized Washington tribes.



Tribal Funding

Chehalis Confederated Tribes	\$12,000
Confederated Tribes of the Colville Reservation ...	\$47,500
Jamestown S'Klallam Tribe	\$12,000
Lower Elwha Klallam Tribe	\$12,000
Lummi Nation	\$31,250
Makah Tribe	\$16,250
Muckleshoot Tribe	\$25,000
Nisqually Tribe	\$12,000
Nooksack Tribe	\$12,000
Port Gamble S'Klallam Tribe	\$12,000
Puyallup Tribe	\$47,500
Quileute Tribe	\$12,000
Quinault Nation	\$25,000
Samish Nation	\$12,000
Sauk - Suiattle Tribe	\$12,000
Shoalwater Bay Tribe	\$12,000
Skokomish Tribe	\$12,000
Snoqualmie Tribe	\$12,000
Spokane Tribe	\$25,000
Squaxin Island Tribe	\$12,000
Stillaguamish Tribe	\$12,000
Suquamish Tribe	\$12,000
Swinomish Tribe	\$15,000
The Tulalip Tribes	\$25,000
Upper Skagit Tribe	\$12,000
Yakama Nation	\$72,500
Total	\$522,000

Educational Service District Funding

Educational Service District 101	\$296,800
Educational Service District 105	\$215,300
Educational Service District 112	\$287,800
Educational Service District 113	\$252,500
Educational Service District 114	\$213,300
Educational Service District 121	\$939,700
Educational Service District 123	\$215,400
Educational Service District 171	\$183,800
Educational Service District 189	\$455,400
Total	\$3,060,000

For More Information

Washington State Department of Health
 Tobacco Prevention and Control Program
 PO Box 47848 • Olympia WA 98504-7848
 360-236-3642

www.doh.wa.gov/tobacco

This document is available upon request in alternative formats.
 Please call 1-800-525-0127
 (For the hearing impaired, call 1-800-833-6388).